

North Hollywood Business Improvement District Corporation  
(NoHo BID)

BOARD OF DIRECTORS MEETING

*9:30 Tuesday, May 15, 2007*

*CRA Office, Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Dominique Gonek	X	
Allen Freeman	X	
Thomas Dujovne	X	
Jason Feld	X	
Linda Fulton	X	
<b><i>EX-OFFICIO DIRECTORS</i></b>		
Gazala Pirzada, CRA		X
MTA Representative		X
Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		
<b><i>STAFF MEMBERS/GUESTS</i></b>		
Steve Gibson, UPC Staff	X	
Jessica Whaley, UPC Staff	X	

## **I. CALL TO ORDER**

S. Gibson called the meeting to order at 9:35am. He stated that this was the first official meeting of the North Hollywood Business Improvement District Corporation (NOHO BID) covered by the Brown Act, which means the meetings are subject to posting and are open to the public.

S. Gibson stated that the Brown Act rules will be distributed at next meeting.

## **II. UNFINISHED BUSINESS**

### **A. MOTION:** To approve amended bylaws

Moved by: G. McCreary

Seconded by: L. Fulton

**PASSED: Yes**

### **B. Election of Officers**

S. Gibson stated that temporary officers needed to be elected in order to sign documents that need immediate signing. He explained that these can be long-term appointments, or be elected for a brief 6-months until annual elections begin next January. B. Akhavan inquired that since the bylaws stated that officers should serve a one year term, do we need to make an amendment to vote in officers for half the calendar year?

The Board voted to elect officers for the remaining six months of 2007, and that new officers will be elected in January of 2008.

### **MOTION:** To elect B. Akhavan as NOHO BID Board *President*

Moved by: D. Gonek

Seconded by: T. Dujovne

**PASSED: Yes**

### **MOTION:** To elect T. Dujovne as NOHO BID Board *Vice President*

Moved by: D. Gonek

Seconded by: J. Feld

**PASSED: Yes**

### **MOTION:** To elect D. Gonek as NOHO BID Board *Treasurer*

Moved by: L. Fulton

Seconded by: T. Dujovne

**PASSED: Yes**

### **MOTION:** To elect L. Fulton as NOHO BID Board *Secretary*

Moved by: J. Feld

Seconded by: D. Gonek

**PASSED: Yes**

G. McCreary stated that he has sold his last piece of property in the District and therefore will represent the NOHO Chamber of Commerce representative as an ex

officio board member. S. Gibson noted that this opens up another seat on the Board for a property owner.

### **III. UPDATE ON INCORPORATION AND NON-PROFIT STATUS**

- A. S. Gibson stated that the organization is a legally incorporated non-profit with an IRS federal ID # that has been filed. The 501c6 status process has been started, but will take some time.
- B. The City of LA contract is a large document that requires some signatures. Most of it is boiler plate. G. MCreary and B. Akhavan were designated as signatories for this document, and ok that G. MCreary signs, as he owned property at the time of submission.
- C. **MOTION:** For temporary Board approval for appointment of G. Mcreary and B. Ahkavan to sign City of LA contract and various incorporation documents.  
Moved by: D. Gonek  
Seconded by: T. Dujovne  
**PASSED: Yes**
- D. **MOTION:** Form a 3-step plan to obtain insurance with 1. To find an insurance broker that will give us a 60-day certificate that we can pay for later and if this does not work, then 2. Ask the CRA for a loan or finally, 3. Ask Urban Place Consulting for a loan from their contract money.  
Moved by: A. Freeman  
Seconded by: T. Dujovne  
**PASSED: Yes**
- E. **MOTION:** To create a resolution to allow signatories to open a bank account at Wells Fargo Bank and that the Board elected today will be able to sign checks.  
Moved by: D. Gonek  
Seconded by: L. Fulton  
**PASSED: Yes**

### **IV. REVIEW AND APPROVE BUDGET FOR 2007**

- A. S. Gibson stated that the budget was the same as outlined in Management Plan. The budget needs to be submitted to the IRS for C6 process and to the City of LA. He reviewed the budget categories with the Board, stating approving the budget today does not lock you into the specific categories.
- B. A. Freeman requested that Staff do some research on when the money is predicted to come in, to help with budget forecasting. He also stated that the Board should explore a sweep account at Wells Fargo, an interest bearing account.

**MOTION:** To approve 2007 Budget.

Moved by: L. Fulton

Seconded by: B. Ahkavan  
**PASSED: Yes**

## **V. DISCUSS 2008 ASSESSMENT RATES AND APPROVE**

- A. S. Gibson explained that the assessment role needs to be submitted by June 1, 2007. The projection budget has been approved in the Management Plan. Approval is needed to use these rates in 2008.

**MOTION:** To approve assessment rates for 2008

Moved by: L. Fulton

Seconded by: D. Gonek

**PASSED: Yes**

## **VI. REVIEW CLEAN AND SAFE TIMELINE AND RFP PROCESS**

- S. Gibson reviewed a draft timeline and RFP process for Clean and Safe program start-up in NOHO BID.

## **VII. DISCUSS MANAGEMENT STAFF/CONTRACT**

- A. S. Gibson stated Urban Place Consulting would be interested in managing the District. B. Ahkavan asked if an RFP needed to be submitted for management, to show property owners that the Board has gone out for competitive bids. S. Gibson stated that the CRA contract with Urban Place states that it will draft an RFP for Management.

**MOTION:** To have Urban Place draft and RFP for management services

Moved by: A. Freeman

Seconded by: T. Dujovne

**PASSED: Yes**

## **VIII. UPDATE ON ACCESSING TRANSPORTATION FUNDS**

- A. CRA not in attendance. Will provide update at next meeting.

## **IX. NEW BUSINESS**

- A. A regular Board meeting date was set for the 3<sup>rd</sup> Tuesday of every month at 9:00am. Next month's meeting will be at CRA offices on June 19<sup>th</sup>.
- B. Office location: There is a need for space for the Staff and Clean and Safe teams. S. Gibson explained that the biggest square footage needs will be for the Clean and Safe team and materials. Urban Place will provide the specifications for office size.
- C. Logo, letterhead and website should be created. A. Freeman stated that he would try and lock down nohobid.org and nohobid.com. L. Fulton said she would talk to designers she knows about creating a logo and letterhead.

**IX. ADJOURN** Next meeting will be held June 19th at 9am at CRA Offices. S. Gibson adjourned the meeting at 11:15am.

North Hollywood Business Improvement District Corporation  
(NoHo BID)  
BOARD OF DIRECTORS MEETING  
9:30 Tuesday, June 19 2007  
CRA Office, Lankershim Blvd.

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Dominique Gonek	X	
Allen Freeman	X	
Thomas Dujovne	X	
Jason Feld		X
Linda Fulton	X	
<b>EX-OFFICIO DIRECTORS</b>		
Gazala Pirzada, CRA	X	
MTA Representative		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<b>STAFF MEMBERS/GUESTS</b>		
Steve Gibson, UPC Staff	X	
Jessica Whaley, UPC Staff	X	
Rena Leddy, UPC Staff	X	
Jennifer Freund, Guest	X	
Regina Kirschenbaum, CRA	X	
Nancy Bianconi, NOHO Communications Group	X	

## **I. CALL TO ORDER**

B. Akhavan called the meeting to order at 9:10am.

## **II. PUBLIC COMMENT**

None

## **III. North Hollywood Festival – Nancy Bianconi**

N. Bianconi shared with the Board the plans for the North Hollywood Festival. She asked the board to consider participating in a sponsorship of the event. Currently, the NOHO BID does not have any cash. But, it will consider doing something

## **IV. UPDATE ON INCORPORATION AND NON-PROFIT STATUS**

R. Leddy stated that the organization is a legally incorporated non-profit with an IRS federal ID # that has been filed. The 501c6 status process has been started, but will take some time.

The City of LA contract has been signed and sent to the City Clerk for ratification.

## **V. INSURANCE QUOTES and BANK ACCOUNT**

R. Leddy presented two insurance quotes to the Board. After T. Dujovne and D. Gonek review them, R. Leddy will work with Beatty Insurance to get the insurance in order.

The executive committee will go to Wells Fargo Bank after the meeting to set up a bank account.

## **VI. REVIEW CLEAN AND SAFE TIMELINE AND RFP PROCESS**

R. Leddy presented the RFPs for the board's review. D. Gonek made a motion to have R. Leddy send the RFPs to potential vendors and A. Freeman seconded and it was unanimous. The proposals will be sent to R. Leddy. She will review them and decide on which companies to bring in for interviewing.

## **VII. DISCUSS MANAGEMENT STAFF/CONTRACT**

R. Leddy presented the RFP for the board's review. L. Fulton made a motion

## **VIII. UPDATE ON ACCESSING TRANSPORTATION FUNDS**

LA DOT is working with the City Clerk to get a contract for Noho BID. B. Akhavan and R. Leddy will attend a meeting tomorrow with them.

## **IX. NEW BUSINESS**

Office location: There is a need for space for the Staff and Clean and Safe teams. S. Gibson explained that the biggest square footage needs will be for the Clean and Safe team and materials, approximately 400 to 600 square feet and maybe a parking space for the truck. A. Freeman and B. Akhavan will look into finding a space

Logo, letterhead and website should be created. L. Fulton said she would talk to designers she knows about creating a logo and letterhead.

**IX. ADJOURN** Next meeting will be held August 21 at 9am at CRA Offices.



North Hollywood Business Improvement District Corporation  
(NoHo BID)  
BOARD OF DIRECTORS MEETING  
9:00 Tuesday, September 25, 2007  
CRA Office, Lankershim Blvd.

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel		X
Dominique Gonek		X
Allen Freeman	X	
Thomas Dujovne	X	
Jason Feld		X
Linda Fulton		X
<b>EX-OFFICIO DIRECTORS</b>		
Regina Kirschenbaum	X	
MTA Representative		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<b>STAFF MEMBERS/GUESTS</b>		
Jessica Whaley, UPC Staff	X	
Rena Leddy, UPC Staff	X	

## **I. CALL TO ORDER**

B. Akhavan called the meeting to order at 9:10am.

## **II. PUBLIC COMMENT**

None.

## **III. Approval of Minutes 6.19.07**

**MOTION:** To approve Minutes 8.21.07

Moved by: B. Akhavan

Seconded by: T. Dujovne

**PASSED: Yes**

## **IV. Financial Report**

- A. R. Leddy reviewed the first Financial Report of the NoHo BID consisting of a Balance Sheet and Profit/Loss for August 2007. B. Akhavan asked what has been collected so far in the way of assessment dollars. R. Leddy stated that \$57,000 has been collected. B. Akhavan reaffirmed that the BID is to collect \$150,000, and then asked what it meant that not all money had been collected. R. Leddy will investigate which property owners have yet to pay.
- B. Board resolution for online banking transfer
  - a. **MOTION:** To provide BID staff authority to conduct online banking only to review bank statements and transfer money between checking and savings, not to pay bills.  
Moved by: T. Dujovne  
Seconded by: G. Weddington  
**PASSED: Yes**
- C. Update on accessing Transportation Funds  
An invoice has been sent to the LA DOT for the first installment of \$500,000.  
The check should arrive within the next 30 days.

## **V. Update on Clean and Safe implementation and contracts**

R. Leddy reported that we had received a contract from Chrysalis (Clean Team) and that we are waiting on a contract from UPS (Safety). Clean and Safety Teams will begin work on October 1<sup>st</sup>. R. Leddy stated that she will present the schedule and phone numbers to the Board at the next meeting.

**Clean Team:** R. Leddy reported that storage for the Clean Team carts and security bikes will be located in the Arden Building. R. Leddy thanked D. Gonek for setting this up. The Clean Team will be wearing yellow shirts and caps. They will begin with a

large clean-up consisting of litter pick-up, weeding, graffiti removal and power washing. The Team will begin on public property for graffiti removal, but will need to get private property owners or sign off for graffiti removal on such properties. The Safety Ambassadors will assist with obtaining signatures.

R. Leddy reported that the City's process for obtaining trashcans for the District requires the BID staff to obtain signatures of business owners for every trash can that is placed in front of a business. These signatures suggest that each owner would be responsible for individual cans. R. Leddy stated that staff will investigate creating separate contracts stating the BID will be responsible for emptying trash. Additionally, she is working with the other LA BIDs, who are also having the hardest time getting trash cans, to try to change this policy.

**Safety Team:** R. Leddy reported that the Safety Ambassador Supervisor will work 40 hours a week, 9:00am to 10:30pm. There are a total of 280 hours of security in the District; 2 to 3 Ambassadors from 9:00am to 12:00pm, Tuesday through Saturday and 3 to 5 Ambassadors, 12:00pm to 10:00pm Tuesday through Saturday. Hours would be 11:00am to 7:00pm Sunday and Monday. Hours can be adjusted based on experience into the next few weeks. A. Freeman agreed with the existing schedule, stating we should begin with these hours and change accordingly. B. Akhavan suggested that the Ambassadors begin later in the morning about 10:30am and add a later schedule Friday and Saturday nights. It was decided that the Ambassadors should at least go from 9:30 to 11:00 p.m. R. Leddy will let UPS know of this change. She stressed that the hours are flexible and that Staff will continue to monitor them and make any changes needed.

UPS has a good relationship with the LAPD. Staff and the supervisors will meet with the Senior Lead next week. R. Leddy stated BID staff will invite the LAPD to the next Board meeting.

R. Leddy asked R. Kirschenbaum for an update on the Streetscape improvements project so that the maintenance can be worked out. R. Kirschenbaum will provide an update at the next meeting. R. Leddy asked to be added to mailing lists for streetscape meetings and other important meetings affecting the BID District. A. Freeman will let Staff know when the neighborhood council meets so that Staff can give a presentation to them on the clean and safe programs.

## **VI. Logo and Letterhead Design**

R. Leddy reported that RFP's were sent out and that four were returned; two designers were local, one from Downtown Los Angeles and one national. She stated that the Committee will ask the selected firm to provide three logo choices, which will then be brought to the Board for review. She added that the firm who designs the logo can do all the work we want, as a one-stop-shop, or we can take the logo and find someone else to create letterhead, business cards, website, etc. The Board agreed that having one company do all the work we require would be the best route to take.

## **VII. Office**

R. Leddy discussed the needs for the office. Space is mostly needed for the clean and safe teams so that they can have a breakout room and a place to do reports. She has called on several places but have not received calls back. A. Freeman and B. Akhavan will continue looking.

## **VIII. New/Old Business**

R. Leddy reported that she and J. Whaley had been doing a lot of work behind the scenes, such as choosing a logo designer, taking before/after photos of the district, developing a database of business and property owners, meeting with stakeholders and beginning to work on a newsletter for November. R. Leddy encouraged the Board to provide her with any ideas for the first newsletter. Board members suggested new business openings such as; Bank Heist opening, X and Y Martial Arts, "Eat MY Cupcake" (5227 Lankershim), Vicious Dogs, EAT and Body Theory.

## **IX. Adjourn**

Next meeting will be held October 16, 2007 at 9am at CRA Offices.

*CRA Office, Lankershim Blvd.*

[illegible]

## **I. CALL TO ORDER**

B. Akhavan called the meeting to order at 9:15am.

## **II. PUBLIC COMMENT**

No public comment.

## **III. Approval of Minutes 10.16.07**

**MOTION:** To approve Minutes 10.16.07

Moved by: B. Akhavan

Seconded by: D. Gonek

**PASSED: Yes**

## **IV. Financial Report**

- A. S. Gibson reviewed the Balance Sheet and Profit and Loss for NoHo BID. There was a total income of \$16, 078.90 and expenses of \$61,207.43 for the month of October. He stated that the expenses for office rent included 3 months rent and improvements to the space. He noted that management expenses were dispersed into varying categories and that extra maintenance had been bought for start-up, which explains the higher expenditure. Finally, he noted that the BID will have a large surplus at year's end, which will help when we renew after 3 years. D. Gonek stated she will be looking into the sweep account for the BID.

**MOTION:** To approve the financial report.

Moved by: B. Akhavan

Seconded by: D. Gonek

**PASSED: Yes**

## **V. Executive Director Report**

### *A. Update on Clean and Safe Teams*

R. Leddy distributed and reviewed the statistics report for both Clean and Safe Teams. She noted the large number of graffiti tags and hand bills that have been removed in the first month of operation. Starwell noted that drinking in public is a large problem and that many cited are the same people.

B. Akhavan introduced Officer Benavidez, who patrols Magnolia to Mulholland and works with Officer Catalano. Officer Benavidez reported that the main issues are continuous homeless, transient issues, drinking in public, narcotics in the alley, burglaries of vehicle and property crime.. He noted that the LAPD have low resources and look at Ambassadors as a good thing, as a way to report additional issues. Officer Benavidez has not heard of any burglaries since Ambassadors started.

Officer Benavidez reported on the Homeless in Park initiative. They have discovered tunnels where homeless and much of the drinking activity is occurring. It is their plan to close the tunnels and conduct an assessment of lighting. Nighttime is when much of the activity is occurring. LAPD does issue citations in the park after 10pm and the City Attorney is going after those not paying citations. LAPD is mapping repeat offenders out of the area and they will be in violation if they come back and this division is following the guidelines of the City Attorney at Van Nuys. Starwell added that they will most likely flush into the District and then the BID will provide assistance and social service alternatives to being in the District.

J. Whaley showed a PowerPoint Presentation of “before” and “after” photos of the clean up.

i. Schedule Change and Budget Increase

R. Leddy distributed a proposed schedule update for nighttime extension based on the conversation the Board had last month. (See schedule.) Officer Benavidez noted that there are less on duty and less resources in evening and it is not bad to have them on duty, but his concern is their safety. LAPD has less resources, therefore Ambassadors will have less resources. M. Robbins stated with his experience as Branch Manager for UPS, anything after midnight is unsafe. Discussion followed regarding the proposed change in hours for the Ambassadors.

**MOTION:** To approve change in schedule to increase hours to midnight on Thursday, Friday and Saturday nights. The staff will continually reevaluate to insure that the needs are being met. The second part of the motion is to approve a budget increase of \$13,994.24 to allow for the increase in nighttime safety patrol hours.

Moved by: A Freeman

Seconded by: D. Gonek

**PASSED: Yes**

*B. Update on office at 5026 Lankershim*

The BID has rented a new office space. There will be new windows and doors installed. Thank you to D. Gonek and A. Siegel for donating BID furniture. There will soon be a phone number and fax set up.

*C. Update on logo, letterhead, newsletter, website*

Business cards and letterhead are being made with the new logo approved by the Board. A new BID website and splash page are next. Staff is working on a survey to be distributed to all businesses in district.

*D. CPAC meeting and Neighborhood Council meeting.* R. Leddy met with the Studio City BID to establish a relationship with them.. She also met with Deputy Chief Moore and the Studio City BID staff to these if there was opportunity to combine resources and assist the police in the future.

## **VI. New/Old Business**

### *A. Update on Streetscape Improvements*

R. Kirschenbaum reported on the streetscape improvements, stating that ballots are going out for a new lighting district within North Hollywood that includes an additional 50 pedestrian lights going on existing poles on Lankershim. The Board expressed concern about another assessment district and asked Staff to investigate this proposed district along with any other assessment districts in the area.

R. Kirshenbaum discussed the artistic design elements of the streetscape project.

B. Ahkavan stated that the Board needs to see a larger definition of what the scope of the project is, timelines, costs, design, etc. The Board asked R. Kirschenbaum for a timeline of the project at the next meeting.

*B. Press Event with Councilman LaBonge November 26 at 9:00am at 5026 Lankershim-Reception to follow at Bank Heist*

## **VII. Adjourn**

Next meeting will be held December 18, 2007 at 9 a.m. at NoHo BID Offices.



BOARD OF DIRECTORS MEETING  
9:00 Tuesday, December 18, 2007  
CRA Office, Lankershim Blvd.

[illegible]

## **I. CALL TO ORDER**

B. Akhavan called the meeting to order at 9:15am. He introduced Sarah Segal, Property Manager, as the new representative for Arden Realty. She will share the board seat with Dominique Gonek. D. Gonek will continue to serve as treasurer of the Board.

## **II. PUBLIC COMMENT**

No public comment.

## **III. Approval of Minutes 11.20.07**

**MOTION:** To approve Minutes 11.20.07

Moved by: A. Freeman

Seconded by: D. Gonek

**PASSED: Yes**

## **IV. Financial Report**

A. D. Gonek reviewed the Balance Sheet and Profit and Loss for NoHo BID. There was a total income of \$1,270.89 and expenses of \$28,125.45 for the month of November. Equipment rental was a bit higher due to the fact that we did not have a line-item for equipment purchase versus rental. This is will be changed for next year. The expenses are somewhat higher than budgeted due to some standard start-up costs related to the office opening. R. Leddy reported that staff added the additional safety hours approved by the Board and this will be reflected in next month's report. She reported that the BID is still owed \$29,000 from the assessments collected by the city. An invoice has been submitted to the City for these payments. She stated that it is unknown whether all property owners have paid yet or not. The City sends a list of those who HAVE paid, then the BID will determine who has NOT paid.

**MOTION:** To approve the financial report.

Moved by: L. Fulton

Seconded by: B. Ahkavan

**PASSED: Yes**

### *B. 2008 Budget*

R. Leddy stated that ordinarily the BID should approve 2008 Budget in December. She said however, that the budget will be presented in January of 2008 and that it will be very important for all of the Board to attend in order to discuss important topics for 2008 and budget issues. B. Akhavan asked for the budget to be distributed ahead of time. Leddy stated that she is not comfortable distributing the budget via email, but that she can meet personally with any Board member to review budget, or Board can review in January and approve in February. D. Gonek

stated that the 2008 Budget shouldn't be too different than the current year's budget, if anything it will be more accurate in budget forecasting.

L. Fulton commented that the maintenance of the new streetscape project that is being installed by the CRA should be reflected in the new budget. The Board discussed the issue of not having a copy of the final plans for the project. R. Leddy stated that she would get the information from CRA and ask to be informed of any updates related to the streetscaping project.

D. Gonek reported that the MTA money is currently in a money market account paying 3.35%. A recommendation will be brought back to the Board next month outlining all long-term investment options available to the BID at Wells Fargo.

## **V. Executive Director Report**

### *A. Update on Clean and Safe Teams*

Leddy reported that the security team is up to full staff and the hours have been amended per the Board's request from last month. She noted that they will ride separately during daylight hours and together in the evening hours. Leddy reported that some complaints have been made about the bike safety and rules of the ambassador team and she has been following up and working with Ambassadors to rectify.

Leddy distributed a monthly statistics report for both clean and safe teams. She noted that the Clean Team works Monday through Saturday, 8am to 4pm.

Leddy distributed an example of the forms that the Security Team created and are passing out in the district. Some of these forms include; Parking Violation Courtesy notices, trespass arrest authorization forms, and FI forms, which provide information on transient people they always see in the street and share with the police. Both teams log Graffiti everyday and calls for service from a property owner or business owner.

### *B. Board Retreat*

Leddy reported that at the next Board meeting, staff would like to hold a Board retreat to discuss the BID's Core Purpose, Goals, etc.. Urban Place does this valuable exercise with all of its clients. The Board agreed that it would meet immediately after the next board meeting. The Board meeting will be held from 9 a.m. to 12 noon. Staff will order lunch for those members that want to stay.

## **VI. New/Old Business**

### *A. New officers for 2008*

Leddy reported that all the terms are up for BID officers. She stated that Board can vote today or wait until next month.

**MOTION:** To keep same slate for 2008

Moved: L. Fulton  
Second: A. Siegel  
**PASSED: Yes**

*B. New Business*

The Board discussed the pros and cons of putting an Ambassador in a vehicle. In some districts a car can be valuable especially in the evening hours. However, it can also be less visible than a man on the sidewalk. R. Leddy will investigate the cost of car with UPS.

L.Fulton asked the BID to write a letter in support of a parking variance for her theatre. She will get R. Leddy the information regarding her variance so that she can write the letter accordingly.

**VII. Adjourn**

Next meeting will be held January 15, 2008 at 9 a.m. at NoHo BID Offices.